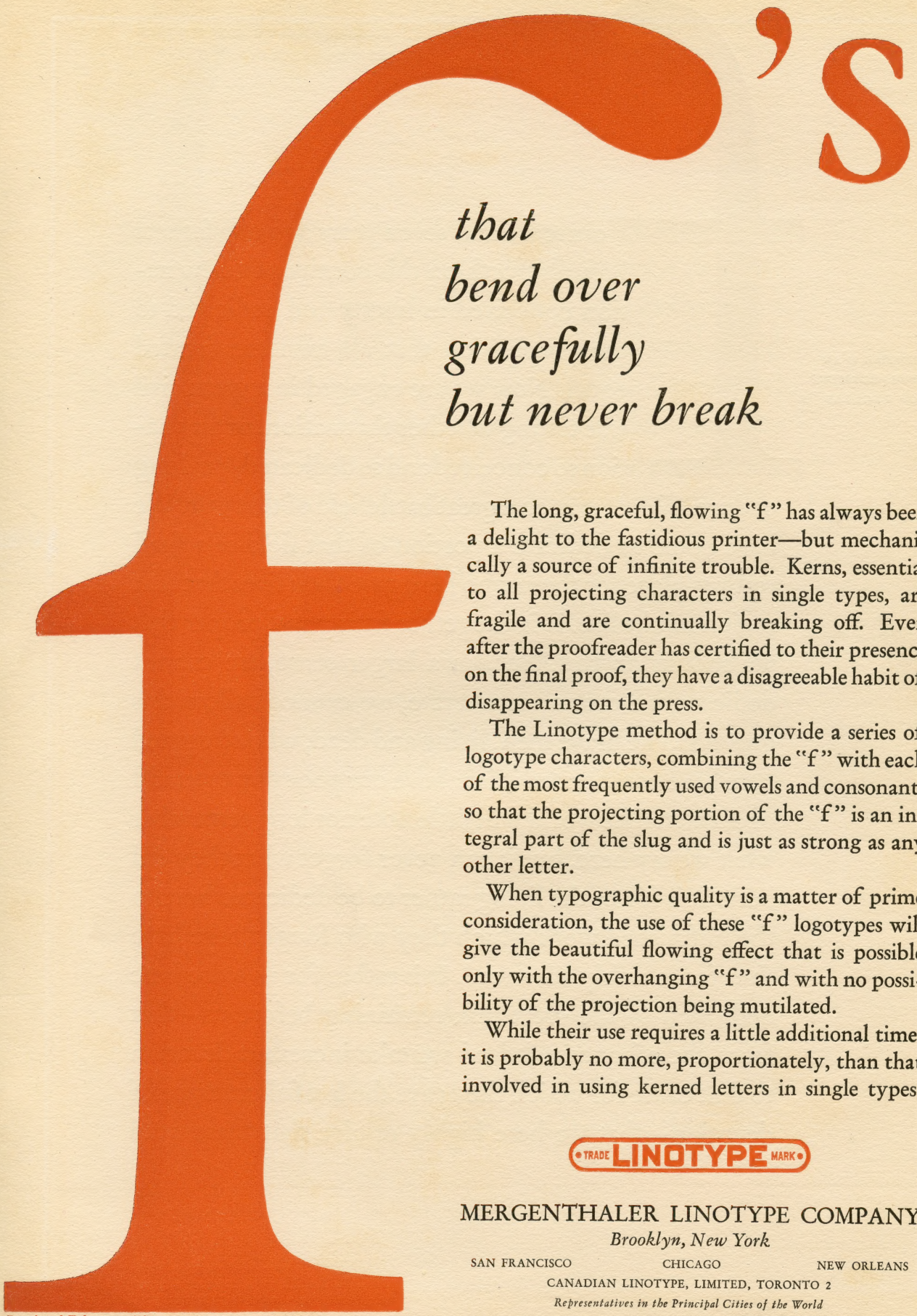


that bend over gracefully but never break

The long, graceful, flowing "f" has always been a delight to the fastidious printer—but mechanically a source of infinite trouble. Kerns, essential to all projecting characters in single types, are fragile and are continually breaking off. Even after the proofreader has certified to their presence on the final proof, they have a disagreeable habit of disappearing on the press.

The Linotype method is to provide a series of logotype characters, combining the "f" with each of the most frequently used vowels and consonants so that the projecting portion of the "f" is an integral part of the slug and is just as strong as any other letter.

When typographic quality is a matter of prime consideration, the use of these "f" logotypes will give the beautiful flowing effect that is possible only with the overhanging "f" and with no possibility of the projection being mutilated.

While their use requires a little additional time, it is probably no more, proportionately, than that involved in using kerned letters in single types.

TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE, LIMITED, TORONTO 2

Representatives in the Principal Cities of the World

Reprinted February, 1929

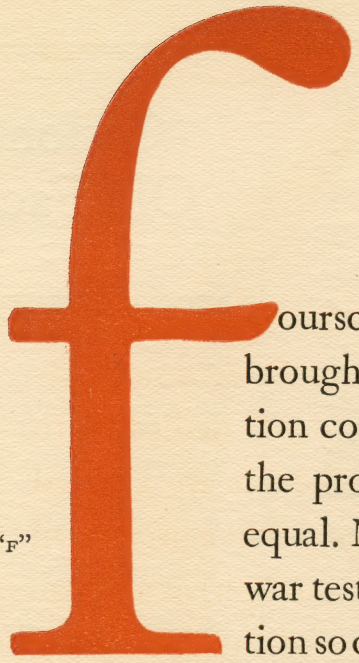
312.39

EIGHTEEN POINT CASLON OLD FACE
SET WITH REGULAR "F"

INITIAL IS AN
ENLARGEMENT
OF REGULAR "F"

ourscore and seven years ago our fathers brought forth on this continent a new nation conceived in liberty and dedicated to the proposition that all men are created equal. Now we are engaged in a great civil war testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battlefield of that war. We have come to dedicate a portion of that field as a final resting-place for those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this. But, in a larger sense, we cannot dedicate, we cannot consecrate, we cannot hallow this ground. The brave men, living and dead, who struggled here have consecrated it far above our poor power to add or detract. The world will little note nor long remember what we say here, but it can never forget what they did here. It is for us the living rather to be dedicated here to the unfinished work which they who fought here have thus far so nobly advanced. It is rather for us to be here dedicated to the great task remaining before us—that from these honoured dead we take increased devotion to that cause for which they gave the last full measure of devotion—that we here highly resolve that these dead

EIGHTEEN POINT CASLON OLD FACE
SET WITH SPECIAL "F" LOGOTYPES



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FOURTEEN POINT ITALIC

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Caslon Old Face

LINOTYPE

Special Logotypes

f f. f, f- fa fe
fo fr fs ft fu
fy ff ff. ff, ff-
ffa ffe ffo ffr
ffs ffy

f f. f, f- fa fe
fo fr fs ft fu
fy ff ff. ff, ff-
ffa ffe ffo ffr
ffs ffy

FA PA TA VA
WA YA Va Ve
Vo Wa We Wo
Ya Ye Yo

TRADE LINOTYPE MARK

FOURTEEN POINT

FOURSCORE AND SEVEN years ago our fathers brought forth on this continent a new nation conceived in liberty and dedicated to the proposition that all men are created equal. Now we are engaged in a great civil war testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battlefield of that war. We have come to dedicate a portion of that field as a final resting-place for those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this. But, in a larger sense, we cannot dedicate, we cannot consecrate, we cannot

TWELVE POINT

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TEN POINT

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ITALIC LOGOTYPES

We Work Wonders, Yessiree! Yoke together Y and e, Y and a or Y and o, Yea, Verily, 'tis better so

Garamond

LINOTYPE

Special Logotypes

f f. f, f- fa fe
fo fr fs ft fu
fy ff ff. ff, ff-
ffa ffe ffo ffr
ffs ffy

f f. f, f- fa fe
fo fr fs ft fu
fy ff ff. ff, ff-
ffa ffe ffo ffr
ffs ffy

FA PA TA VA
WA YA Va Ve
Vo Wa We Wo
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ITALIC LOGOTYPES

We TAke YAwning VAcancies, FAsten A's to P's and V's, Words like PAris and Velours, Want Italic Ligatures

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Granjon

LINOTYPE

Special Logotypes

f f. f, f- fa fe
fo fr fs ft fu
fy ff ff. ff, ff-
ffa ffe ffo ffr
ffs ffy

f f. f, f- fa fe
fo fr fs ft fu
fy ff ff. ff, ff-
ffa ffe ffo ffr
ffs ffy

FA PA TA VA
WA YA Va Ve
Vo Wa We Wo
Ya Ye Yo

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FOURTEEN POINT

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TEN POINT

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ITALIC LOGOTYPES

PAssaic, TAmpa, WAshington, VArious FAmous YArns, and other wide gap words please take notice!

How to Use the "f" Logotypes

These characters may be inserted by hand or carried in the auxiliary magazine. When used infrequently, the hand method will be satisfactory, but for mass production they should by all means be carried in the auxiliary magazine.

As shown on the diagram below, the 34-channel auxiliary magazine provides accommodation for 22 "f" combinations. These characters are all immediately available from the regular keyboard by merely touching the shift key as shown in the small illustration. Printers who have been using the "f" logotypes in this way report that production is reduced only to a slight extent, and that the improved appearance is well worth the small additional operating cost.

"f" LOGOTYPES

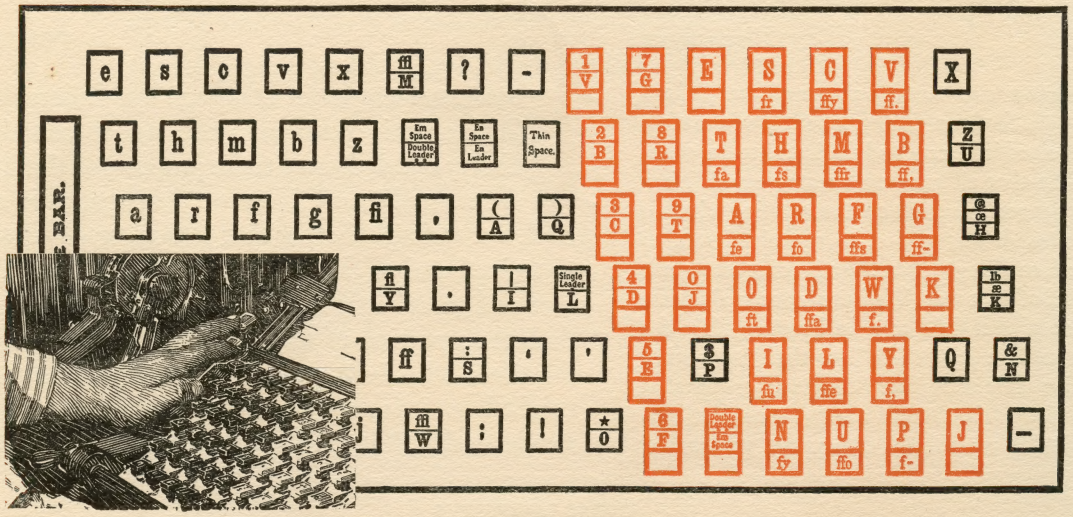
f ff f. f, f- ff. ff, ff- fa fe fo fr fs ft fu fy ffa ffe ffo ffr ffs ffy

f ff f. f, f- ff. ff, ff- fa fe fo fr fs ft fu fy ffa ffe ffo ffr ffs ffy

When you start to use these "f" logotypes, it will be advisable to have the operator go over the copy and ring the "f's" before starting to set it. After a few days of this practice, he will have formed the habit of noting the various "f" combinations subconsciously and their use will be as automatic as the fi, ff, fl, and other logotypes to which he is already accustomed. Three-character key buttons should be used to indicate logotypes.

KEYBOARD ARRANGEMENT OF LINOTYPE MODELS 14 AND 26

Keys in red indicate those which operate the auxiliary magazine and show where Special "f" Logotypes are carried


e s o v x ffi M ? - 1 V 7 G E S ft C ffy V ff. X
t h m b z Em Space Double Leader En Space En Leader Thin Space. 2 B 8 R T fa H fs M ffr B ff, Z U
a r f g fi . (A) Q 3 C 9 T A fe R fo F ffs G ff- @ œ H
fl Y . | I Single Leader L 4 D 0 J O ft D ffa. W f. K lb æ K
ff ; S ' ' 5 E $ P I fu L ffe Y f, Q & N
j ffl W : ! * 0 6 F Double Leader En Space N fy U ffo P f- J -

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